

Convention Center - Value Presentation

Your task is to continue a sales interaction for a customer that you had initially met and needed to prepare a proposal for upon their return visit to their store. Using the information from your first meeting, the written proposal, your company, the customer and and product knowledge prepare your role play to identify the value that your products/company has for the customers in order to complete the sale.

The 2nd Meeting - Your Correspondence with the Customer

1.) Demonstrated effective communication, recall professionalism, and continue rapport with the customer.	
1.) Continue to use relationship skills and conversational strategies to build a relationship with the customers before and during the sales interaction.	
2.) Summarizes the first meeting with the customers using the written proposal to assist them in understanding your offerings and creating the opportunity to close the sale at the end of the interaction. Be prepared to adapt your proposal based on the conversation. (Print out the proposal to assist your presentation and give to the customer)	
3.) During the interaction <u>position</u> your Product/Services so the customer can identify the value in your product/service compared to other competitors. Identify where your strengths are and emphasize them to the potential customer. <i>(Do not bring up competitors unless approached by the customer)</i>	
4.) Identify the Total Product (Generic, Expected, Value Added, and Potential) for the customers in your audience, and make the connection to their needs that you have identified. This should be done a number of times throughout the presentation.	
5.) Demonstrate your product expertise by answering the questions from the customer in specific detail, referencing features, company policies, and other areas of expertise all while connecting to the customer's needs/wants.	
6.) Demonstrates active listening by making connections to the customers needs and your offering by asking the right questions and putting together your solution for the customer. Also, make sure your proposal covers the expectations of the customers from the original meeting.	
7.) Appropriate acknowledgement of competitors when asked by the potential customer, and the response focuses on the value of your store/product. Do not provide slander, libel or product disparagement in your responses.	
8.) Non-Verbal Messages - effective tone, voice, eye contact, entrance and carriage throughout the meeting and presentation.	
9.) Your appearance is appropriate for the setting in which you are presenting and the business you represent <i>(Simplicity, Appropriateness, Quality, Visual Integrity)</i>	
10.) Utilizes proper manners in how they communicate and engage the customer in the sales interaction	
11.) Works to overcome the buyers concerns/objections to the recommendation with effective value added solutions and emphasizing the strengths of their options.	
12.) Uses Pricing Strategies, Positioning/Differentiation Strategies, Product Life Cycle Awareness, and Value Added Strategies in helping the customer see the value in your product/company.	

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Required Element is missing.	Expectation is present in the role play, but the student struggles at executing the skills during the role play. They do not demonstrate understanding of the skill/element and have trouble putting it into action.	The student demonstrates the expectation but it doesn't come naturally and forced in the presentation. They have a grasp of the skill but have not mastered it. They recognize the needs of the customer but do not have the product expertise nor ability to add value when needed	The student demonstrates mastery of the skills within the role play. The execute the delivery of their knowledge and interaction without hesitation. They are able to make direct connections to the customer and what they need during the role play.

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